1. Method for producing a display with the following process steps:

A) a first electrode film is produced on a substrate,

B) at least one functional layer is produced on the first electrode film,

C) a second electrode film is produced on the functional layer,

the first and/or second electrode film being produced overall on the substrate by means of a contact printing process.

2. The method according to claim 1 in which the first and second electrode films are applied structured in the form of electrode strips and perpendicular to one another.

3. The method according to claim 1 in which organic electroluminescent materials are applied as the functional layer in process step B).

4. The method according to claim 1 in which the first electrode film is produced in process step A) by means of a contact printing process, and in which the second electrically conductive layer or the second electrode strips is/are vapor-deposited through a shadow mask in process step C).

5. The method according to claim 1, in which spacers are produced in a process step B1) prior to process step C) and/or B), and in which the spacers in process step C) prevent contact between the functional layer and a component of a printer responsible for transferring the second electrically conductive layer.

6. The method according to claim 5, in which the spacers (15) are structured as strip-shaped ridges in process step B1).

7. The method according to claim 1, in which the functional layer is produced in process step B) by a printing process.

8. The method according to claim 7, in which the functional layer is produced by a contact printing process.

9. The method according to claim 1 in which the functional layer is spin-coated.

10. The method according to claim 1, in which first electrode strips are produced on the substrate in process step A) by a contact printing process, and in which strip-shaped ridges with overhanging edge forms that run perpendicular to the first electrode strips are structured in a process step B2) prior to process steps B) and/or C), and in which a metal layer is applied overall in process step C), which is structured by the strip-shaped ridges as second electrode strips.

11. The method according to claim 1, in which a substance that is selected from the following groups:

a) metal pastes,

b) metal oxide pastes,

c) electrically conductive polymers

is used in process step A) and/or C) for the first and/or second electrically conductive films or electrode strips.

12. The method according to claim 11, in which the aforementioned groups comprise the following substances:

- a) paste solders with tin, lead, or silver,
- b) indium-tin oxide pastes,
- c) polyaniline (PANI), polyethylenedioxythiophene (PEDOT), or mixtures of PEDOT and polystyrenesulfonic acid (PSS).

13. The method according to claim 4 or 10, in which non-noble metals are used for the second electrode film or electrode strips.

14. The method according to claim 4 or 10, in which non-noble metals are used for the second electrode film or electrode strips, and in which calcium, barium or magnesium is used.

15. The method according to claim 1, in which flexo printing, screen printing, tampon printing, thermotransfer printing, offset printing, or letterpress and gravure printing are used in process step A) and/or C) as the contact printing process.

16. The method according to claim 1, in which a transparent substrate is used, and in which a transparent, electrically conductive first electrode film or electrode strips is/are produced.

17. The method according to claim 5 or 16, in which the face of the substrate (1) facing the observer is dulled in at least some areas.

18. An organic electroluminescent display produced according to the method of claim 1.

19. A liquid crystal display produced according to the method of claim 1.